

COMMUNICATION ON ENGAGEMENT (COE)

Association for Women's Total Advancement and Development (AWTAD)

Period covered by this Communication on Engagement:

From: May 2017

To: May 2018

Part I. Statement of Continued Support by the Chief Executive or Equivalent

15/05/2018

Dear Esteemed Members of the UN Global Compact,

AWTAD is proud to be a member of the United National Global Compact and I am pleased to confirm its commitment to the UN Global Compact's Ten Principles in the areas of: Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United National Global Compact and we welcome feedback on its contents.

In this Communication of Engagement we describe the actions and activities AWTAD has taken and implemented in order to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely,

Shereen Allam,
Founder & President

Part II. Description of Actions

AWTAD has joined the UN Global Compact in 2014 and has since then been actively working to implement its principles and ideals in more ways than one:

Labour

One of our programs, Job Ready aims to bridge the gap between the labour market and job seeking graduates and to create a balance between matching both males and females especially in rural areas where women are significantly ill-treated. The project tries to make opportunities equal for both genders, thus by doing so we engage corporate associations in eliminating any discrimination in terms of employment. It was taken to remote locations in Egypt like Dakahliya and proved its concept by succeeding to secure work for 250 within 8 months and in the same area they live.

Environment

AWTAD encourages the establishment and development initiatives that promote greater environmental responsibility and awareness through another one of the most prominent programs, UP Program. UP Program supports start ups and SMEs grow by providing founders and entrepreneurs with the technical business skills, mentoring and unique investment and market opportunities. Projects with green technologies and environmental impacts are prioritized in terms of selection, funding and business and marketing opportunities. UP held several rounds during this time and lately has been working with a partner on agri business in Aswan and recycling of wastes in Cairo and Giza.

Part III. Measurement of Outcomes

AWTAD has achieved very positive outcomes for our Labour and Entrepreneurship projects that provide a strong basis for their continuation and growth in the future.

Labour- Job Ready Program

- In 8 months , five companies signed contracts and 9 others interested to join from the Job Ready program and hire program participants.
- 60% of job seeker participants matched to jobs are females.
- Employed 250 youth in jobs in Dakahliya and surrounding areas

Entrepreneurship- UP Program

- 25% of recruited projects benefiting from the program are green projects that work on recycling and green technology.
- 60% of the green projects in the program have been receiving advanced trainings and mentoring preparing them to scale and pitch their ideas in front of investors.
- 25% of the projects are in agri business in Aswan
- 90% of the agri business have been supported by specially developed trainings to ensure women participation in their supply chain.